

Notice of References Cited	Application/Control No. 10/631,837		Applicant(s)/Patent Under Reexamination NAPLES ET AL.	
	Examiner JONATHAN G. STERRETT		Art Unit 3623	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Quantitative approaches for profit maximization in direct marketing", 1998, H van der Scheer - dissertations.ub.rug.nl (hereinafter Scheer)
	V	Interaction between target and mailing characteristics in direct marketing, with an application JR Bult, H van der Scheer, T Wansbeek - International Journal of Research in Marketing, 1997 - Elsevier
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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